

University of Groningen

Haven't you heard?

Swart, Joelle

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Propositions

1. Changing patterns of news use not only challenge news media's economic foundation, they also question what lies at the heart of journalism as a societal institution: its public legitimacy as a societal access point bridging the private world of individuals and the public space of collective entities.
2. Studying the connective role of news and journalism in a digitalized media landscape ideally entails approaching the concept of public connection through four analytical lenses: inclusiveness, engagement, relevance and constructiveness.
3. If we aim to understand how news becomes valuable in everyday life, in a continuously evolving media landscape, we have to start from the emic perspective of those who use it.
4. Understanding the connective potentialities of journalism requires employing an everyday life perspective, the meaning and significance of news is derived from the many mundane contexts in which it is used.
5. The growth of cross-media patterns of news use, paired with the tendency of news users to assess the affordances of different news media relative to the other brands, genres and products they already use or could use, makes it more fruitful for audience researchers to consider news media use relationally, rather than address them discretely.
6. News use is not merely an individual, but also a social practice; thus, to understand how news becomes embedded in people's everyday life, we should not only consider where and when news is being used, but also with whom.
7. Conceptualizing public connection as a consistent and stable state that constantly needs to be upheld through regular moments of news consumption places unrealistic expectations upon news audiences; rather, public connection should be viewed as a dynamic process, one that can change over time and between different contexts.
8. While the use of dark social media may not be measurable through conventional web analytics software, and technological limitations on these platforms restrict the potential for stories to go viral, this doesn't mean such usage does not exist, nor that news practices on bounded social media cannot be valuable from the perspective of the news user.
9. Considering the connective potentialities of news is more than an academic endeavor: for news media companies to fulfill their public task of bridging people's public and private life worlds, understanding how people are employing journalism as a means to construct frames of reference to public life is crucial in order to be able to bring news stories that resonate within the everyday life of the news user.
10. The field of journalism studies could benefit greatly from closer cooperation and a more frequent interchange between those who create news and journalism and those who study its audiences.
11. Talk with people, not about them.